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POL 14 VIETS

INCOMING TELEGRAM Department of State

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1. GENERAL MISSION COUNCIL GUIDANCE TO ALL AGENCIES ON UPCOMING ELECTIONS IS CONTAINED EMBASSY AIRGRAM A-11, DATED JULY 11, 1967. IN ADDITION TO GENERAL GUIDANCE, WE HAVE DEVELOPED MORE SPECIALIZED JUSPAO GUIDELINES FOR MEDIA AND FIELD REPRESENTATIVES. WE IMPARTING THIS FOR WHATEVER USE CONCERNED AGENCY ELEMENTS MAY WISH TO MAKE OF IT.

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2. THERE WILL BE OCCASIONS ON WHICH JUSPAO PERSONNEL BECOME

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INVOLVED IN INFORMATION ASPECTS OF ELECTORAL CAMPAIGN, E.G., IN WORKING WITH THEIR VIETNAMESE COUNTERPARTS, IN CONTACTS WITH FOREIGN JOURNALISTS, IN REPORTING ON DEVELOPMENTS FOR VOA AND OTHER USIA MEDIA.

3. HOWEVER, IN FINAL ANALYSIS ELECTIONS ARE PRIMARILY BUSINESS OF VIETNAMESE, AND JUSPAO PERSONNEL SHOULD NEITHER BE VISIBLE NOR PROMINENT AS OPERATORS IN ANY PHASE OF ELECTIONS, WHETHER IN PROMOTION OR DISSEMINATION OF ELECTION MATERIALS OR AS ADVISORS.

4. OUR COVERAGE OF ELECTION DEVELOPMENTS FROM BEGINNING TO END SHOULD BE, IN GENERAL, ONLY SLIGHTLY GREATER THAN NORMAL NEWS JUDGMENT WOULD DICTATE. IT IS ALSO ESSENTIAL THAT WE NOT APPEAR MORE COMMITTED TO SUCCESSFUL COMPLETION ELECTION PROCESS THAN VIETNAMESE GOVERNMENT ITSELF.

5. GENERAL CONSIDERATIONS OUTLINED GRAPH 5 ABOVE AND PERTAINING LARGELY MEDIA TREATMENT WILL ALSO BE APPLIED IN CONDUCT PRIVATE CONVERSATIONS WITH VIETNAMESE NATIONALS AND PRESS REPS OF VIETNAM AS WELL AS U.S. AND THIRD COUNTRIES. LODGE

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